INDEX TO VOLUME 15, NUMBERS 1 TO 4–1967
AUTHORS AND ARTICLES

(*Number*–Page)

ALLEN, BRUCE T., The Guideposts: A Sympathetic Obituary *4* 72

ALPANDER, GUVENC G., Entrepreneurs and Private Enterprises in Turkey *2* 59

APPLEBAUM, WILLIAM, Consumption and the Geography of Retail Distribution in the United States *3* 25

ASCH, PETER, Conglomerate Mergers and Public Policy *1* 61

BELEN, FREDERICK C., ZIP Code–Bonus for Business *2* 19

BRAINARD, HARRY G., A Turning Point in U. S. Tariff Policy *1* 35

BRIMMER, ANDREW F., Initiative and Innovation in Central Banking *3* 7

COPELAND, RONALD M. (coauthor), Federal Income Taxation and Immunity of Municipal Bond Interest *1* 54

DALE, ERNEST, André Malraux and the Problem of Change *2* 7

DITZ, GERHARD, Status Problems of the Salesman *1* 68

DUGGAR, JAN W. (coauthor), Size of Firm and Capital-Output Ratio: A Comparative Study in U.S. Manufacturing *3* 16

EITEMAN, DEAN S. (coauthor), Federal Income Taxation and Immunity of Municipal Bond Interest *1* 54

GONZALEZ, RICHARD F., The Expatriates *2* 69

GREENLEAF, R. W., Progress and Problems of the British Electricity Supply Industry *4* 33

GRUNEWALD, ADOLPH E., Computer Assisted Investment Analysis *2* 11

KINGSLEY, ROBERT E., The U. S. Business Image in Latin America *2* 74

MATTHEWS, ROY A., A North American Free Trade Area *1* 15

MEAD, STUART B., Mutual Funds from the Investor's Viewpoint *1* 45

MORONEY, JOHN R. (coauthor), Size of Firm and Capital-Output Ratio: A Comparative Study in U. S. Manufacturing *3* 16

NEWMAN, J. WILSON, Does Business Have a Future? *4* 16

OLSON, ALDEN C., Developments of Significance to Investors in Common Stocks *3* 69

REYNOLDS, WILLIAM H., Problem Solving and the Creative Process *4* 7

RICHMAN, BARRY M., Soviet Management in Transition *2* 26

ROGERS, A. J. III, The Euro-Dollar Market *1* 30

SMALL, ALBERT H., The Effect of Tariff Reductions on U. S. Import Volume *2* 43

SMERK, GEORGE M., Federal Assistance to Urban Mass Transport *4* 58

SOLO, ROBERT A., Business Enterprise and Economic Development *1* 23

STIEBER, JACK, A New Approach to Strikes in Public Employment *4* 67

THOMPSON, ARTHUR A., Push-Button Fiscal Policy *3* 55

TREBING, HARRY M., Plight of the Telegraph Service *3* 43

VERGIN, ROGER C., Computer Induced Organization Changes *3* 61

VIEBRANZ, ALFRED C., Marketing's Role in Company Growth *4* 45

WARNER, DONALD F., The Case Against the Cost Justification Defense *4* 50

WEISER, HERBERT J., Motivating Personnel *4* 21

WENCK, THOMAS L., Business Continuation Problems and Solutions *1* 7

WHITEHEAD, CARLTON J., Communication–A Key to Managerial Effectiveness *2* 54

CLASSIFIED LIST OF ARTICLES

(*Number*–Page)

Communication

Communication—A Key to Managerial Effectiveness, by Carlton J. Whitehead 2 54

ZIP Code—Bonus for Business, by Frederick C. Belen 2 19

Economics

Guideposts: A Sympathetic Obituary, The, by Bruce T. Allen 4 72

Push-Button Fiscal Policy, by Arthur A. Thompson 3 55

Size of Firm and Capital-Output Ratio: A Comparative Study in U. S. Manufacturing, by Jan W. Duggar, John R. Moroney 3 16

Finance

Initiative and Innovation in Central Banking, by Andrew F. Brimmer 3 7

Government

Case Against the Cost Justification Defense, The, by Donald F. Warner 4 50

Conglomerate Mergers and Public Policy, by Peter Asch 1 61

Effect of Tariff Reductions on U. S. Import Volume, The, by Albert H. Small 2 43

Guideposts: A Sympathetic Obituary, The, by Bruce T. Allen 4 72

Initiative and Innovation in Central Banking, by Andrew F. Brimmer 3 7

Turning Point in U. S. Tariff Policy, A, by Harry G. Brainard 1 35

International Affairs

Business Enterprise and Economic Development, by Robert A. Solo 1 23

Effect of Tariff Reductions on U. S. Import Volume, The, by Albert H. Small 2 43

Entrepreneurs and Private Enterprises in Turkey, by Guvenc G. Alpander 2 59

Euro-Dollar Market, The, by A. J. Rogers, III 1 30

Expatriates, The, by Richard F. Gonzalez 2 69

North American Free Trade Area, A, by Roy A. Matthews 1 15

Progress and Problems of the British Electricity Supply Industry, by R. W. Greenleaf 4 33

Soviet Management in Transition, by Barry M. Richman 2 26

Turning Point in U. S. Tariff Policy, A, by Harry G. Brainard 1 35

U. S. Business Image in Latin America, The, by Robert E. Kingsley 2 74

Investment

Business Continuation Problems and Solutions, by Thomas L. Wenck 1 7

Computer Assisted Investment Analysis, by Adolph E. Grunewald 2 11

Developments of Significance to Investors in Common Stocks, by Alden C. Olson 3 69

Federal Income Taxation and Immunity of Municipal Bond Interest, by Ronald M. Copeland, Dean S. Eiteman 1 54

Mutual Funds from the Investor's Viewpoint, by Stuart B. Mead 1 45

Management

André Malraux and the Problem of Change, by Ernest Dale 2 7

Communication—A Key to Managerial Effectiveness, by Carlton J. Whitehead 2 54

Computer Induced Organization Changes, by Roger C. Vergin 3 61

Does Business Have a Future? by J. Wilson Newman 4 16

Expatriates, The, by Richard F. Gonzalez 2 69

Motivating Personnel, by Herbert J. Weiser 4 21

New Approach to Strikes in Public Employment, A, by Jack Stieber 4 67

Plight of the Telegraph Service, by Harry M. Trebing 3 43

Problem Solving and the Creative Process, by William H. Reynolds 4 7

Soviet Management in Transition, by Barry M. Richman 2 26

Status Problems of the Salesman, by Gerhard Ditz 1 68

Marketing

Consumption and the Geography of Retail Distribution in the United States, by William Applebaum 3 25

Marketing's Role in Company Growth, by Alfred C. Viebranz 4 45

Taxation

Federal Income Taxation and Immunity of Municipal Bond Interest, by Ronald M. Copeland, Dean S. Eiteman 1 54

Transportation

Federal Assistance to Urban Mass Transport, by George M. Smerk 4 58